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BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: RONALD JOHN ROSENBERGER
Application No.: 10/613392 Art. Unit: 3622
Filing Date: July 3, 2003 Examiner: Myhre, James W.

Title: CARDS AND RELATED SERVICES PROVIDED BY CREDIT CARD ENTITIES THAT USE NON-METALLIC SYMBOLIC COLORS TO TARGET SPECIFIC DEMOGRAPHIC GROUPS

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on January 18, 2008

(Date of Deposit)

Ronald J. Rosenberger

(Name of applicant, assignee, or Registered Representative)

Ronald J. Rosenberger

(Signature)

January 18, 2008

(Date of Signature)

Commissioner for Patents
Mail Stop Amendment
P.O. Box. 1450
Alexandria, VA 22313-1450

RESPONSE AND AMENDMENT UNDER 37 CFR 1.115

Dear Sir:

In response to the Notice of Non-Compliant Amendment dated January 14, 2008, Applicant submits the following response and amendment, due February 14, 2008.

In the Claims:

The underlining of a portion of new claim 43 has been removed per the Notice. The entire corrected claims set is enclosed.

Respectfully submitted,

Ronald J. Rosenberger

Ronald J. Rosenberger
Applicant

Date: January 18, 2008